

ABSTRACT

THESIS: *Warcraft* and Social Media Marketing

STUDENT: Zeyu Zhang

DEGREE: Master of Arts

COLLEGE: Telecommunications

DATE: May 2017

PAGES: 113

This thesis studies the video game adaptation, *Warcraft*, and the social media marketing strategies manifested in promoting the film. Both American social networking websites and Chinese ones are analyzed. The thesis first presents a comprehensive overview of the Chinese video game and film industry. Then, the important role social media plays as a marketing tool is also pointed out. Later, the thesis employs textual criticism to analyze online word-of-mouth and company-generated content on social media platforms to further examine the marketing practices and the issue of identity formation. After comparing the content on American websites with Chinese one, the similarities and differences are revealed. The final goal of this thesis is to help marketers develop better marketing strategies to engage with Chinese customers through social media and gain greater insight into the emerging Chinese film market.

Keywords: *Warcraft*, social media marketing, social media platforms, word-of-mouth, identity formation